

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
INFORMATION CENTER BOARD OF DIRECTORS

February 14, 2005

MAG Offices

302 North 1st Avenue, Phoenix, Arizona

MEMBERS ATTENDING

Mayor Keno Hawker, Mesa, Chair  
Mayor Woody Thomas, Litchfield Park,  
Vice Chair  
Mayor Mary Manross, Scottsdale, Treasurer  
Mayor Wendy Feldman-Kerr, Queen Creek

\* Mayor Phil Gordon, Phoenix  
Mayor Joan Shafer, Surprise  
Mayor James M. Cavanaugh, Goodyear

\* Not present

# Participated by videoconference or telephone conference call

1. Call to Order

The MAGIC Board of Directors meeting was called to order by Chairman Keno Hawker at 12:15 p.m.

2. Call to the Audience

Chairman Hawker noted that according to MAG's public comment process, members of the audience who wish to speak are requested to fill out the public comment cards. He stated that there is a three minute time limit. Public comment is provided at the beginning of the meeting for items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Chairman Hawker stated that there were no public comment cards received.

4. Cooperative Effort with Pinal County on Socioeconomic Information

This agenda item was taken out of order. Dennis Smith stated that MAG has been approached by Pinal County to assist them with their socioeconomic information. He noted that preliminary projections for Pinal County were done by MAG in conjunction with Pinal County and Pinal County jurisdictions for the Southeast Maricopa/Northern Pinal County Study. Mr. Smith introduced Rita Walton, MAG Information Services Manager, who updated the Committee on this item. Rita Walton stated that in preliminary discussions with Pinal County, a potential scope of work was developed. She noted that a copy of this scope of work was at their places. She explained that MAGIC is a mechanism that allows MAG to work with other agencies, usually for a fee. Mr. Smith then introduced Mr. Terry Doolittle, Deputy County Manager of Pinal County. Mr. Doolittle stated the Pinal County has historically been a social services agency. He noted that with the population growth in Pinal County, it is becoming more of a planning agency. He stated that there are 582,000 housing units approved or in the pipeline. Mr. Doolittle noted that a vote to approve an extension of the transportation tax will be on the ballot in November. He stated that the goal today is to get the

Executive Committee's approval to finalize the scope of work with MAGIC and potentially enter into a contract with MAGIC.

Chairman Hawker asked if Pinal County was looking at State Trust Lands. Mr. Doolittle replied that Pinal County was looking into State Trust Lands in conjunction with the Morrison Institute. Chairman Hawker asked what MAG would contribute. Mr. Doolittle replied that Pinal County is looking to MAG for their expertise. Vice Chairman Thomas asked what is the Pinal County sales tax. Mr. Doolittle replied that it is one half cent and is authorized by the State. Ms. Walton stated that since the MAG transportation model extends into Pinal County, MAG works with CAAG and with agencies in Pinal County to compile information for the MAG transportation modeling runs.

Dennis Smith noted that in early 1990, MAG worked with all the cities to develop the progression growth maps (red dot maps). He noted that the progression growth maps extend into Pinal County. Chairman Hawker asked if MAG was looking at growth into Yavapai. Mr. Smith replied that this has already been discussed at the COG Director's meetings. Mayor Shafer agreed that Yavapai is very important.

Vice Chairman Thomas moved to approve MAG staff to enter into a contract with Pinal County to assist them with socioeconomic information. Mayor Manross seconded, and the motion carried unanimously.

3. Maricopa Association of Governments Information Center Update

Rita Walton discussed the success of the MAG Information Center. She noted that they had stopped marketing MAGIC because of the growing workload and now only respond to requests for work. Ms. Walton noted that the Central Arizona Project has brought \$120,000 into MAG. In addition, there has been \$32,000 worth of work on other projects, such as mapping for the Community Vital Signs publication, projections, timing and analysis for parcels in Maricopa County owned by the Arizona State Land Department, and projections by zipcode for a local hospital. Ms. Walton noted that staff is looking for concurrence to continue to do work for the Central Arizona Project. She reviewed the scope of work, including updating and enhancing the work done to date and providing additional support as needed. Chairman Hawker asked how this affects resources. Mr. Smith noted that we need most of the data that we gather for other purposes. He stated that there will be no permanent staff added, but we will need an intern to enter data. Mayor Manross expressed her concern about taking away from other responsibilities. Ms. Walton explained that only work that can be fit in is done and we charge full overhead. She also noted that any intern help would be covered by the fees MAGIC charges. Chairman Hawker asked how MAGIC balances the workload of paying customers and member agencies. Mr. Smith noted that it is not an exact science and we deal with the requests as they are received. Chairman Hawker asked for confirmation that if the work was extensive, then this board would approve. Mr. Smith confirmed and added if a request came from a non-member agency, it would also be approved by the board of directors.

Chairman Hawker asked if there was consensus of the Board for MAG staff to move forward with the work with the Central Arizona Project. The Executive Committee concurred.

5. Adjournment

Mayor Cavanaugh moved to adjourn the MAG Board of Director's meeting. Mayor Shafer seconded, and the motion carried unanimously.

There being no further business, the meeting was adjourned at 12:40 p.m.

---

Chair

---

Secretary